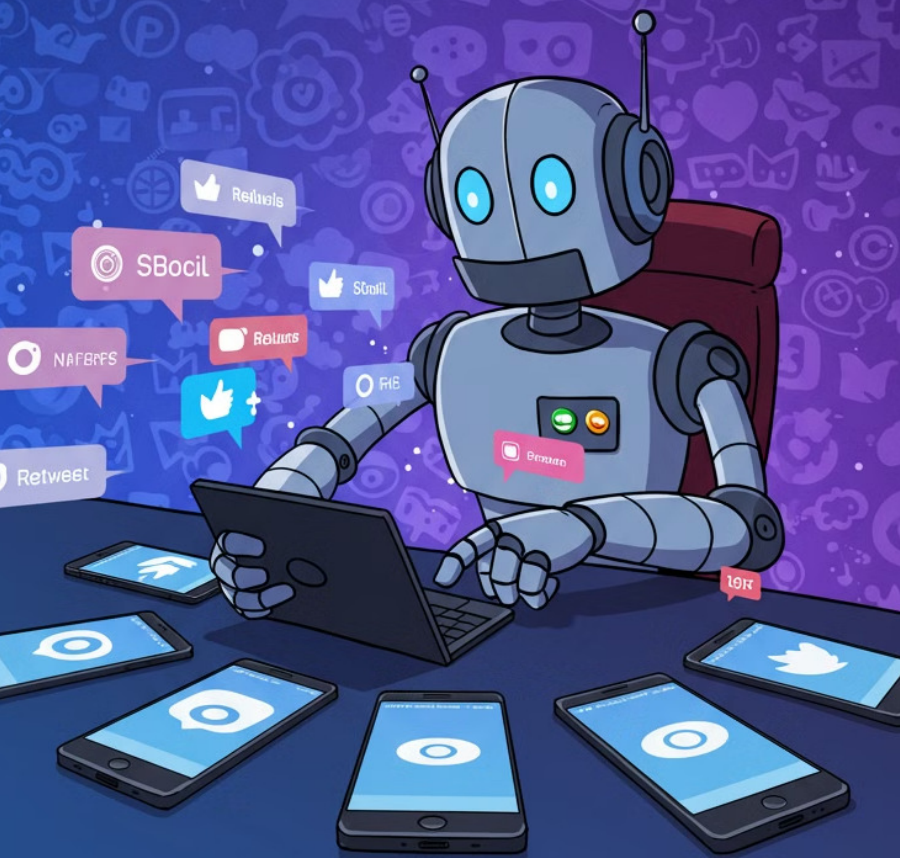


Beyond Likes – Locking
Satoshis for Real Value

A close-up photograph of a red sign with the words "LOCK IN" in white, bold, sans-serif capital letters. The sign is slightly angled and has a metallic-looking texture. The background is dark and out of focus, showing some vertical lines and a hint of a building structure.

LOCK IN

The Limits of Web 2.0 Signaling



Easily Manipulated

Free signals are cheap targets for bots and coordinated campaigns. It's hard to know what's genuinely popular versus artificially inflated.



Information Overload

We're drowning in content, but starved for reliable ways to find what *truly* matters.



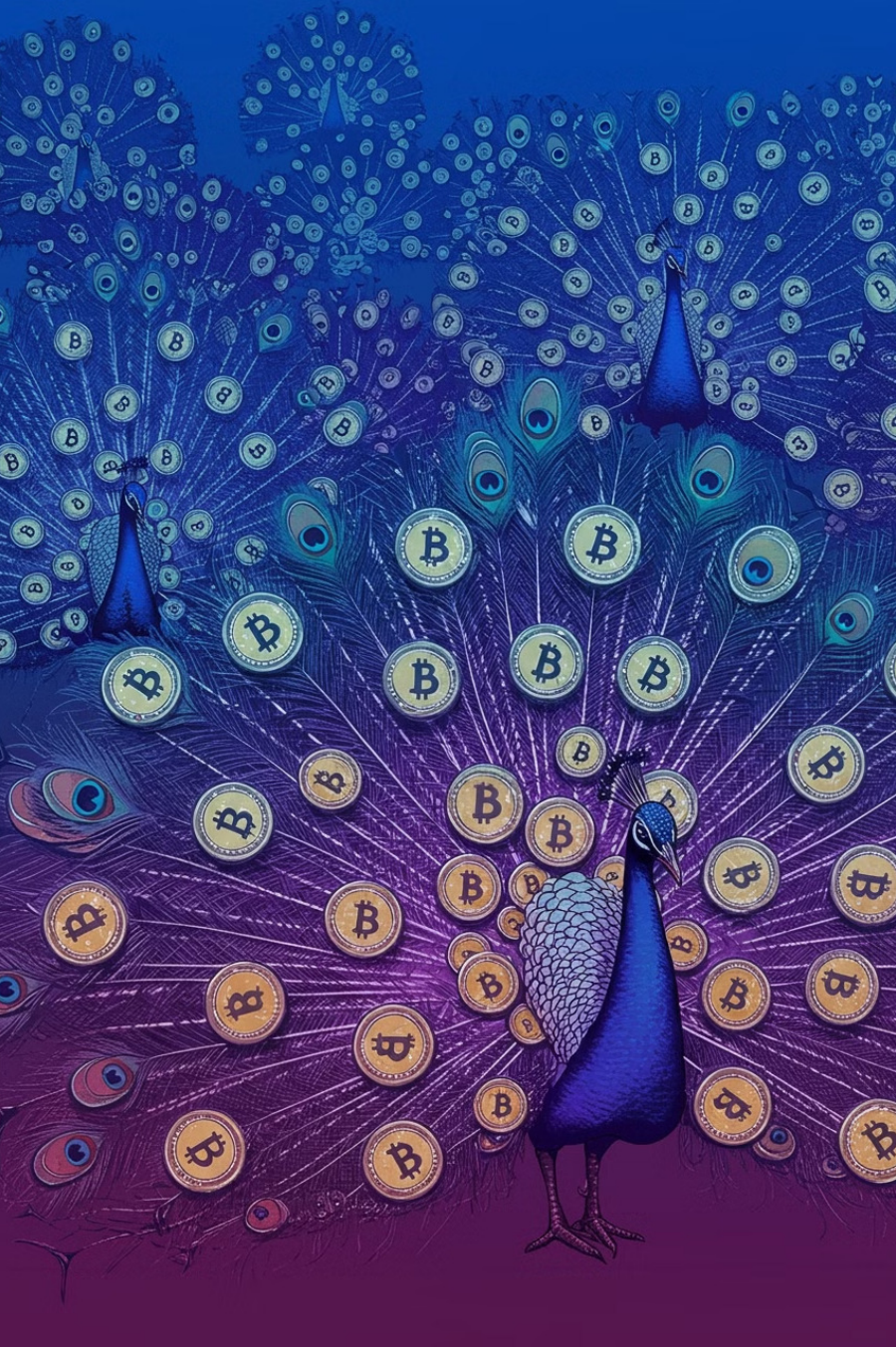
No "Skin in the Game"

Clicking 'like' costs nothing, representing little genuine conviction or value assessment.



Data Silos

Your signals on one platform don't benefit you or others on another. Value is trapped.



A New Paradigm: Locking Satoshis

A New Approach

Imagine a social platform where users attach **actual satoshis** to the content they post or value.

Locking, Not Spending

This isn't spending; it's **locking**. Users commit their satoshis to a post for a chosen duration.

First Major Interface

The first major interface showcasing locking is **hodlocker.com**, built by developer **zer0_dt_**.

The Locking Mechanism: Costly Signaling



Post Content

User creates a message.



Lock Satoshis

User (or others) selects an amount of satoshis and a lock duration (e.g., 1 day, 6 months, 1 year). This uses native on-chain time-lock scripts.



Opportunity Cost

During the lock, those satoshis CANNOT be spent, sold, or locked elsewhere. This is the crucial **opportunity cost** – the "skin in the game."



On-Chain Record

The content and the lock details (amount, duration, target content) are recorded publicly on the ledger.



Unlock

When the duration expires, the user regains full control of their satoshis.

Key Takeaway: Locking provides a *verifiable, costly signal* of perceived value.

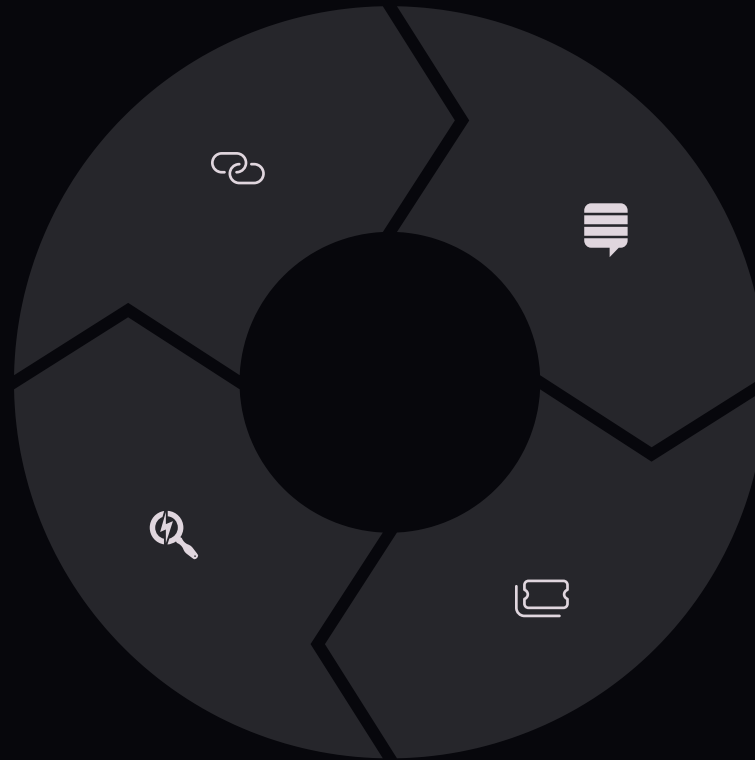
Transparent & Interoperable

On-Chain Data

All content and lock data resides **on-chain**, accessible to anyone.

Specialized Search

Build search engines *specifically* for content ranked by locked satoshis.
Find high-signal information efficiently.



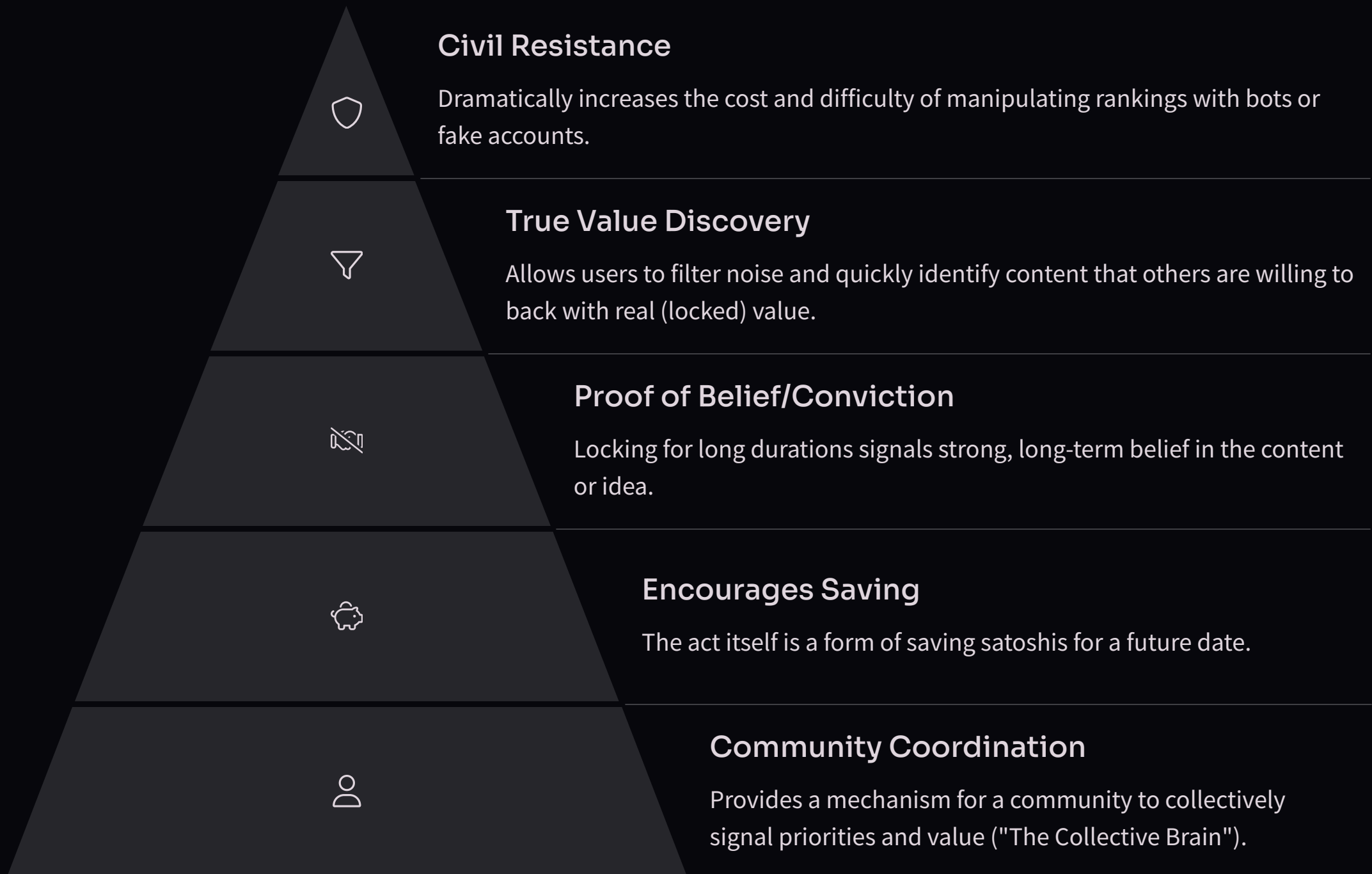
Interoperability

This enables **interoperability**. Anyone can build alternative front-ends, tools, or wallets to interact with the same data. No vendor lock-in.

Infrastructure Support

Early support and infrastructure provided by **Jack Liu** and the **RelayX** team.

The Power of "Skin in the Game"



Shifting Scarcity: From Content to Attention



Past: Content Scarcity

In the early internet, content was scarce.



Present: Content Abundance

Now, content is abundant.



Future: Attention Scarcity

The real scarcity? Human attention.

The challenge isn't creating content; it's *finding* the valuable content amidst the noise.

Therefore, *signals* that effectively guide attention become incredibly valuable economic goods.

Locking satoshis is a way to *quantify* the value placed on directing attention to specific information.

Attention Backed Assets: Monetizing Curation

Value Creation Through Curation

Signals gain value as they are trusted and imitated. Effective curators (signal generators) create economic value.

This links to the idea of "Attention Backed Assets," explored by thinkers like Meher Roy.

Market-Driven Valuation

The locked satoshis act as a direct, quantifiable measure of the attention value assigned *by the market* to a piece of content.



Unlocking the \$1 Trillion+ Digital Ad Market (2030)



Advertiser Goals

Advertisers fundamentally want **Sales**, which requires **Attention**.



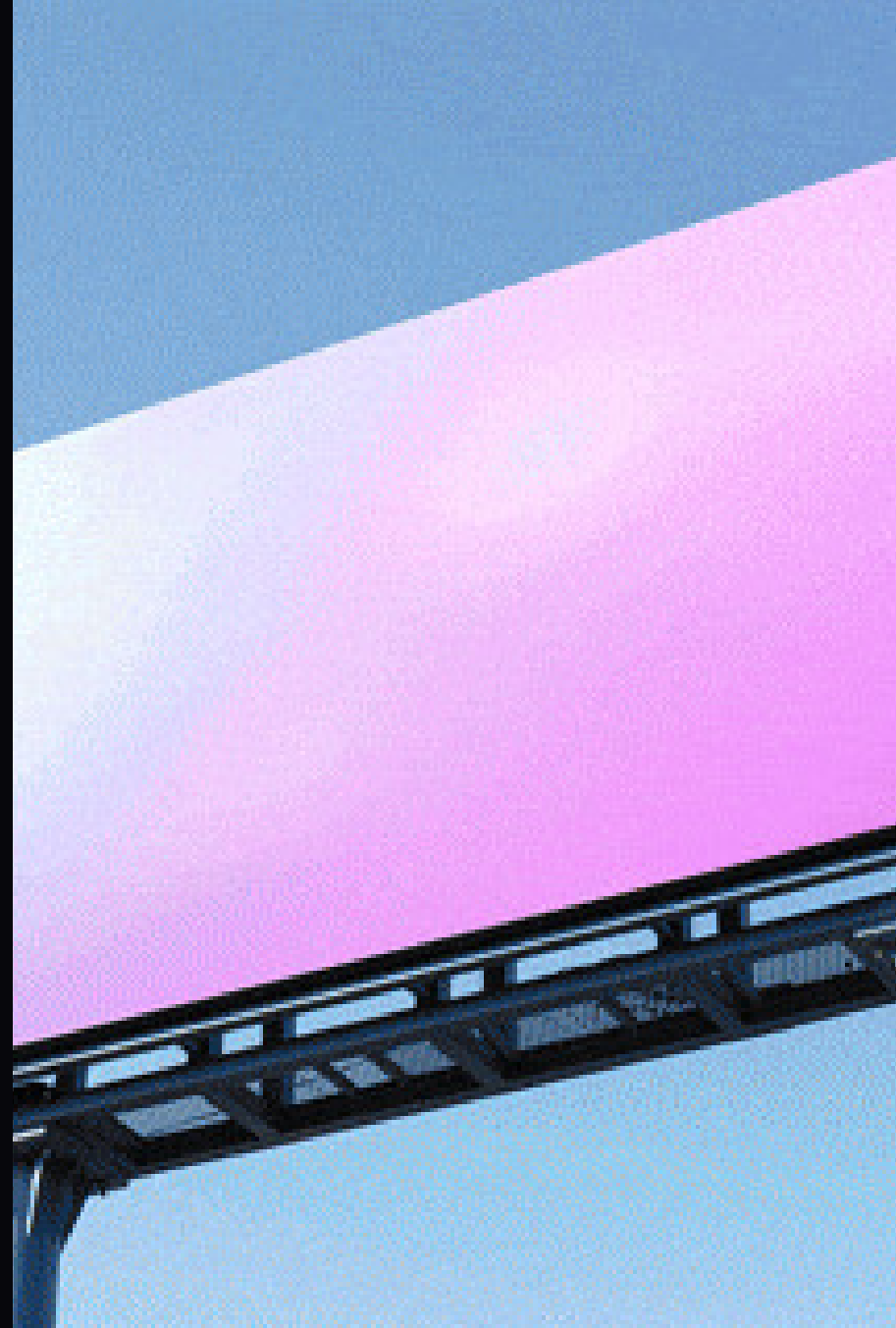
Direct Signaling

Locked Satoshi Model: Advertisers can **directly lock satoshis** onto their *own* content to signal importance and boost visibility.



Market Size

This connects to the massive digital advertising market worth over \$450 billion globally, projected to reach \$1 trillion by 2030.



Beyond Posts: Locking Value onto Asset Listings



NFT Creation

Digital asset is created and listed on marketplace



Satoshi Locking

An emerging use case is **NFT Locking**.



Value Signaling

Users can lock satoshis against specific NFT *listings* on marketplaces.

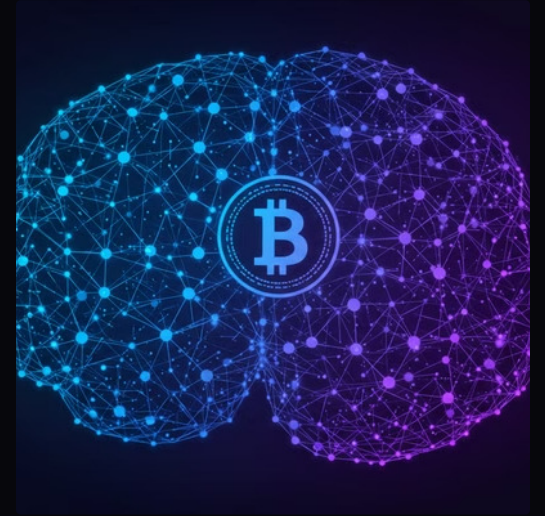


Market Discovery

Locked value helps determine true market interest



The Collective Brain Awakens



This system fosters decentralized coordination.

The Future is Locked

100%

Verifiable

Fully transparent on-chain signals

24/7

Accessible

Open data available to all

0

Manipulation

Costly signaling prevents gaming

Locking Satoshis offers **costly, verifiable signaling**.



Questions?

